

Tammy Lepage

From: craig.d
Sent: January 2, 2019 4:05 PM
To: Tammy Lepage
Cc: Sabrina Pandolfo
Subject: FW: Economic development round table
Attachments: smooth rock falls community improvement plan -2014-09-11-as-adopted with highlights.pdf; small_town_econ_dev_tool_010516.pdf

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From: john.shymko
Sent: Wednesday, January 2, 2019 4:01 PM
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Subject: Economic development round table

would you please make sure everyone has these notes before our economic development roundtable discussion?

Thank you.

Steps in economic development plan.

1.) Information Gathering

- a) Gather key community historical and current statistics
- b) Asset Inventory
- c) development of community profile
- d) Develop a key facts document.

2) Stakeholders

- a) Create stakeholder criteria and list of stakeholders
- b) Identify community members impacted by economic development process

3.) Create plan, engaging partners and community members.

- a) Strategic assessment – strengths, challenges and opportunities facing the community
- b) Establish vision to provide ultimate goal strategy is working towards
- c) Identify Strategic areas to focus on – entrepreneurial development, community businesses, etc.

10. Original Art Mural programs. A mural program can bring public art to the community and enhance the local sense of place.

11. Economic development website. In addition to providing new and expanding businesses with information and resources, a dedicated economic development website sends a clear message that a city is “open for business” and available to help. Create and maintain an economic development website that could be a one stop shop to help new and existing business owners with business startup or expansion. This website could include a step-by-step guide to starting or expanding a business in the municipality, links to important contacts and forms, and links to resources outside the community..

12. Regular Council and Staff visits to businesses. Building relationships with local business owners lets city staff provide responsive, hands-on assistance and sends a message that each and every business is important to the city.

13. Real estate broker outreach. Developing relationships with local and regional real estate brokers can help raise the municipality’s visibility as a potential location for new businesses and development, as well as send a message that the city is business friendly.

14. Social media assistance. Help local businesses expand their customer base by setting up a website or using social media platforms. Bring in a consultant to offer step-by-step training.

15. Coordinated business hours. Encourage businesses in the downtown or commercial corridor to maintain common operating hours. Not having common hours can deter potential customers from shopping in the area since it causes confusion and frustration not knowing what will be open

16. Local business purchasing incentives. Purchasing goods and services locally supports local businesses and workers. Help nearby institutions that have a vested interest in community development, such as educational and medical institutions, to acquire goods and services locally, such as food or laundry and janitorial services. Develop programs designed to support shoplocally incentives.

17. **Outreach to owners of vacant or underused properties in central locations** Assign a staff member to contact owners of infill development sites to determine why new or redevelopment is not occurring and how the city could encourage it. The staff person could connect the property owner with real estate brokers and developers, work with property owners to change permitted uses, or conduct a market study to help owners understand potential uses.

18. **Wayfinding Signage** Wayfinding signage helps visitors locate landmarks and businesses in the downtown. An attractive and distinctive system can improve the appearance and bring visitors to the area, potentially increasing the number of customers for local businesses.

19. **Respect, Respect, Respect.** Show respect to other communities, to visitors and to tiers of government. Show respect to council. Show respect to staff. Show respect to visitors. Respect, Respect, Respect.

20. **Foster a relationship of mutual respect with Temagami First Nation.** The Temagami First Nation is our neighbour. As a First Nation, there are unique opportunities they have access to. As a municipality, there are unique opportunities we have access to. Together, by sharing these opportunities, we are both stronger.

21. **Marketing, Logo and Branding of the region.** Temagami already has brand potential. The region is internationally known, but highly underutilized in branding and consistent marketing. A tourism board, even a volunteer tourism board, would do wonders to promote our region.

22. **Live video coverage of council meetings.** An open and transparent government serves business well and becomes predictable. A politically educated population contributes to the economic progress of the community.

23. Reasonable and enforced non resident bylaws and fees. Temagami is rare in the tourist destination sphere in that we have very limited parking and boat launching fee structures. People understand that it costs money to provide services. We are wasting a income generating opportunity by providing services to visitors without user fees.

24. ATV, bicycle and snowmobile trail systems. ATV, bicycle and snowmobile trail users would purchase an annual trail pass. This trail pass would give access to all of the trails maintained user organization. Trail permits could be purchased through local clubs and selected businesses. This would have a ripple effect throughout the community, as local businesses would have a larger market to draw from.

25. Create a business advisory board. Temagami has a wealth of entrepreneurs and "A" list business executives. We need an advisory board of these people to help us move forward.and "A"